



[News Feed](#) [Comments](#)

INMA Awards 2009 is the global newsmedia industry's premier competition rewarding excellence in marketing.

- [Home](#)
- [All stories](#)
- [Submit a story](#)
- [Archives](#)
- [About us](#)
 - [Our manifesto](#)
 - [Links to websites and blogs we read](#)
- [Forum](#)

Search this website...

- [Journalism](#)
- [Interactions](#)
- [Marketing](#)
- [Library](#)
 - [Articles of note](#)
 - [Videos of note](#)
- [News & Debates](#)

Browse > [Home](#) / [News & Debates](#) / UK media veteran receives major European newsmedia award

UK media veteran receives major European newsmedia award

October 8, 2008 by [grzegorz.piechota](#)



In Vienna, Austria, last week, **Mark Challinor**, Managing Director of mobile/media specialist, g8wave, was given the prestigious European Media Industry Award, The Golden Tie.

The "tie" (or knot) refers to the attachment by newsmedia professionals to the newsmedia industry and is presented each year by the [International Newsmedia Marketing Association](#).

Nearly 200 delegates from 25 countries had assembled for the association's annual European conference which covered the latest trends in newspapers, online and mobile.

Herman Verwimp, past winner of the award from Gijbels Group, Voeren, Belgium, presented the award saying:



"Every year, the European division of INMA honours one person who has contributed great value to the newsmedia world. Much of the work in the organisation is done by volunteers...people with little time in their busy agendas yet they still are willing to spend time and energy with and for INMA. After discussion with former recipients of this award, we came to one name.

This year's recipient is a person who is always ready to help when a volunteer is needed. He has become one of the most well known names and faces in the newsmedia world. He's super creative...which makes him ideal in his current job within one of the faster moving areas of our industry, mobile.

He became the association's European President, currently serves on the international board, has hosted an INMA European conference in Brighton and will again next year in his home town of Liverpool, England.

Tonight we honour a truly magical man in the select group of Golden Tie award winners. One of the most charming people I know, one of the best volunteers inma ever had. If you don't know him, grab your chance and talk to him: he's a treasure full of ideas.

For those who don't know who I am talking of, the Golden Tie Award winner for 2008 is, from the UK, Mark Challinor."

Mr. Challinor responded by saying:

"The newsmedia industry had been a good friend to me over the years. Having worked inside newspapers for over 20 years and now in the digital world, in mobile, working with newspapers, I have acquired a huge network of friends on all continents: friends who would take the time for you and share their experiences and thoughts without any hesitation. That is what is important. Sharing ideas with like minded people! That's what INMA is all about!

The network is the main thing I have taken from my time as a volunteer with the association and I intend to enhance that even more in the coming years, starting with next year's conference in Liverpool, next October. I would like to thank the judging panel for voting for me. I am truly honoured to be given this award".

About Mark Challinor

He is a high profile, respected marketing & promotions professional within the international newspaper industry. He started his business career in direct marketing, working on below-the-line campaigns for diverse clients such as B&Q stores and The Conservative Party in the UK.

He joined the [Liverpool Echo](#) and Daily Post as Marketing Manager in 1987, where he spent 8 years developing the brands and their various promotional/marketing campaigns in his hometown, Liverpool.

Mark came to work and live in London in 1995 where he joined Thomson Regional Newspapers as Group Promotions Manager: the group at the time, being the UK's largest publishers of regional press. There he provided a national consultancy role to TRN centres across Britain on all promotional matters, developing newspaper sales/advertising revenues and was responsible for the training of centre staff in marketing/promotional areas.

He went on to ultimately spend over 10 years in UK national newspapers working as Promotions Director at [Mirror Group Newspapers](#) (The Daily Mirror and Sunday Mirror) and Group Promotions Manager at [Associated Newspapers](#) (The Daily Mail, Mail on Sunday, Evening Standard and Metro). Here, Mark was responsible for many high profile promotional campaigns and interaction techniques on some of the world's largest newspapers. At Associated, he began to develop mobile marketing techniques into the Group's promotional mix, which was where his original interest in the mobile space began.

Currently, he is Managing Director of [g8wave Ltd](#), an integrated mobile media company with offices based in London and Boston. The company was created by the 40-year-old, Phoenix Media which is an entrepreneurial, converged media organisation, based in Boston, with interests in publishing, radio, printing, Internet, audiotext and mobile.

Five promotions that Mr. Challinor is most proud of

[forum4editors.com](#) asked this year's Golden Tie award winner about the Top list of promotions that he carried at newspapers.

Mark Challinor responded:

"Difficult to say what was the best or indeed proudest but... here are some perhaps interesting points.

1. Launched the **first ever bingo game** in regional press in the 80s. Liverpool Echo.
2. Launched the **first ever newspaper fantasy football game** in Europe! Liverpool Echo. 80s
3. Ran the **first ever "free cd" offer** (free inside the paper!). Evening standard. 90s.
4. Did the original feasibility **studies for launching Metro** in the UK. 90s.
5. Was the **pioneer in the mobile** space bringing newspapers and mobile together for the first time."

Filed Under: [News & Debates](#)

Tagged: [award](#), [INMA](#), [Marketing](#), [Outlook 2009](#), [promotions](#)

[ShareThis](#) [Print This Post](#)

★★★★★ (No Ratings Yet)

[Press Index Ltd](#)

[Learn media evaluation](#)

UK & International Media Monitoring 51,000 Sources Worldwide Use MediaDashboard as your eyes and ears for measuring media sentiment.

Comments



Feel free to leave a comment... and oh, if you want a pic to show with your comment, go get a [gravatar!](#)

Name (required)

Email Address (required)

Website

Speak your mind

stop spam. read books.

Submit Comment

Featured stories on journalism, interactions and marketing of newspapers



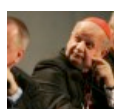
[Obama would win the US elections if they were held in eight other countries](#)

Is not it a somewhat crazy idea? Canadian daily newspaper La Presse invited the leading titles from many countries of the world to make a poll about US presidential candidates. Seven newspapers followed. The result: Obama would win everywhere. An international...



[Stanislaw Lem's unpublished works discovered](#)

Newspaper's idea to publish a collection of the greatest works by a science-fiction writer Stanislaw Lem helped to discover his unpublished opera on Stalin. Stanislaw Lem was 85 when he died in 2006. His books — like Solaris, Tales of Pnix...



[Revealed: Pope John Paul Wounded by Priest in 1982](#)

The Pope John Paul II was wounded by a knife-wielding priest in 1982, a year after he was shot in St Peter's Square, but the injury was kept secret, his former top aide says in a documentary film, co-produced by a Polish newspaper. Cardinal Stanislaw...



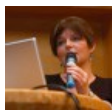
[How to engage bloggers into the newspaper](#)

Here are some tips from John Wilpers of Innovation: You need to go out into the community, find the quality bloggers, send them an e-mail or call them on the phone. "It does not take a lot of convincing." Mr. Wilpers, a consultant for Innovation Media...



[How to change our newspaper's image](#)

"When you try to change an image of a newspaper with a marketing campaign, changes in its content must follow. Otherwise there would be a disconnection between the new image and the content," says Bernard Asselin, Vice President of The Gazette in...



[Mobile content: snack, speed & snip](#)

"Content on mobile phone is all about snacking. All about speed. You just want little snippets of information," says Annabel Hembry, Head of Communications at Associated Newspapers (UK). Ms. Hembry is responsible for mobile channels at the Mail titles...



[Media convergence: dare to make mistakes](#)

"90 per cent of newspaper reporters can become good TV or radio journalists. It is not difficult. Don't make it a rocket science," says Ulrik Haagerup, Head of News at Danish Broadcasting Corporation and former newspaper editor. Mr...

inma NEW CONFERENCE



How to survive
and prosper
in tough economic
times?

Tomorrow's
Media Advertising

Copenhagen, Denmark, January 29-30, 2009

Register today and start 2009 with a bang!

Share your story with the world!

Did you break an incredible news story? Launched an amazing campaign? Got thousands of letters from your readers? Rushed them to newstands and your website? Shook the country and competitors?

[Show your case study on forum4editors.com!](#)

[Click here and submit your story now!](#)

Recent articles of note

2008.12.11 at 21:12: WashPost publisher's memo: focus better on what the consumers want, be less quick to emphasize only what we think: <http://tinyurl.com/6g8vrn>

2008.12.11 at 19:05: Time Warner CEO: acquisitions have been the cause of most value destruction of

media companies. UBS media conf: <http://tinyurl.com/6fqblw>

2008.12.11 at 19:01: FT's Gapper: will non-profit local sites with tiny resources fill the gap left by declining city papers? No: <http://tinyurl.com/6edmf9>

2008.12.11 at 0:50: Forrester Research on trusted info sources: e-mails from people you know 77%, print newspapers 46%, blogs 18%: <http://tinyurl.com/64gxd8>

2008.12.11 at 0:45: Ariana on HuffPost's success: traditional papers lose credibility, as they always... present 2 sides of an issue: <http://tinyurl.com/5r38zz>

Recent news & debates



[Mobile internet according to Google](#)

"There are over 3 times more mobile users than internet users. There are more mobile phones than TV..."



[Mobile strategy: from mass to tailor-made advertising](#)

"Mobile is going to be an advertising revenue-driven business as it is online," believes Peter...



[From Mobile 1.0 to Mobile 2.0](#)

"The first internet-centric mobile phone was Nokia 8110, the "banana phone". It was..."

[What people need to commit to mobile internet](#)

"When you ask non-users of mobile Internet if they need one, the answer is NO. But this is a case..."

[Web Goes Mobile: seminar starts](#)

The "Web Goes Mobile" seminar in Grimbergen (Belgium) has started today. The event is organised...

[Obama's victory too late for printed editions of European newspapers](#)

Europeans could learn this morning results of the US elections from any medium — except printed...

Recent videos

[Annita Beysen: focus on consumers, not a product](#)

[Danny Lein: successful mobile sites of newspapers](#)

[Paul Golding: how newspapers can go mobile](#)

[Peter Vandermeersch: how newspapers can set a mobile strategy](#)

[Interview: Mark Challinor, g8wave Europe](#)

[Interview: Patrick van Waeyenberghe, de Persgroep](#)

• Browse all stories

- [Journalism](#) (14)
- [Interactions](#) (9)
- [Marketing](#) (14)
- [Library](#) (140)
 - [Articles of note](#) (80)
 - [Videos of note](#) (60)
- [News & Debates](#) (61)

• Recent comments

- [Nice Idea. But How about a Plan?](#) on [INMA poll: Erik Grimm, Cebuco, on sins of newspapers](#)
- [WGM seminar covered by forum4editors « Mobile Marketing & Mobile Internet blog - SMS solutions MobileWeb.be](#) on [Mobile strategy: from mass to tailor-made advertising](#)
- [Successful advertising sales through mobile - Amphibia Daily Links](#) on [Successful advertising sales through mobile](#)
- [Telegraaf.nl and its social media experience - Amphibia Daily Links](#) on [Telegraaf.nl and its social media experience](#)
- [Innovations in digital revenue-making - Amphibia Daily Links](#) on [Innovations in digital revenue-making](#)

READ OUR CONFERENCE REPORT

INMA/IFRA Classified Advertising Seminar

Tom Corbett blogging from Prague in October 2008

READ OUR CONFERENCE REPORTS

WAN Readership & Digital Conferences

Marek Miller blogging from Amsterdam in Oct. 2008

READ OUR CONFERENCE REPORT

INMA Outlook 2009: European Conference

Marek Miller blogging from Vienna in Oct. 2008

eNews & Updates

Sign up to receive breaking news as well as receive other site updates!

Enter your email address...

Random quote

Were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate for a moment to prefer the latter.

by **Thomas Jefferson**, *Third president of the US (1743-1826)*

[Newspaper Coverage](#)

Get your story into newspapers with the UK's largest press agency.

www.72Point.com

[Advertise on Google Maps](#)

Help customers find your business - Try Google local business ads.

adwords.google.co.uk

[Strategic Media Planning](#)

Smart Media Thinking & Huge Savings Mean Happy Direct Response Clients

www.MediaAssociates.co.uk

[Page turning software](#)

Converts Newspapers/Mags/Brochures into Digital Editions. UK Based

www.PageSuite.co.uk



Copyright © 2008 forum4editors.com · [Log in](#)

